



HTML5 Site

Site is developed in-house – Gameloft’s expertise

For Design

Mood board of the campaign/brand/product
TV or print ads, preferably with a link to view them

Logo in PSD/PNG/JPG

Product in PSD/PNG/JPG & in High Definition

Texts and copies in English
Fonts (if any, with legal clearance)

SITE SCREENS & FEATURES REQUIRED:

What sections would you like have on your site? Common features include:

- 360* view of product
- Photo gallery
- Video gallery
- Product information.
- Product colour tester (Car, phone, furniture...)
- Redirection links to the official mobile-friendly URL.
- Contact form

Please note:

The total weight for the SITE code & assets must not exceed 1.4Mb

For 360* View feature

Required number of images: 8

Format: JPEG if no transparency, PNG if transparency (High definition in both case)

Resolution: 750x750

File size limit: 55KB

For Photo Gallery feature

Maximum number of Images: 8

Format: JPG

Resolution: 1920x1080 or 1280x720

File size limit: High Definition, to be resized in-house if required

For Video Gallery feature

Maximum number of Videos: 2

Format: MP4

Codec: H264 baseline profile

Resolution: Mini 640 x 360

Ratio: 16:9

Length: 30 sec max

File size limit: 3MB max

ASSETS TO PROVIDE:

Final assets required subject to change depending on site features chosen.



CREATIVE SPECS

SITE 2/2



ASSETS TO PROVIDE: (continued)
Final assets required subject to change depending on site features chosen.

For Product Color Tester

Please provide high definition images of the product in the available colors

Maximum number of images/colors: 8

Format: JPG

OTHER REQUIRED ELEMENTS

Assets in other Languages if to be supported

Redirection link (optimized for mobile)

3RD Party tracking link(s) (if applicable)

PLATFORM

